

RESERVE YOUR NIGHT NOW.



THE PROGRAM.

The largest consumer promotion of all time is coming to the best locations in America. Marlboro Adventure Team Road Crews will come to your place in 1993. Customized Adventure Team trucks. The trucks, decked out in full Marlboro Adventure Team equipment, will increase the visibility and traffic of your bar, restaurant, or club.



THE CROWD PLEASER.

In this promotion, all smokers 21 years of age or older have the chance to win a bunch of great MAT prizes.



denim jackets. • And adult smokers who fill out a MAT survey receive 25 free miles that can be redeemed for official Marlboro Adventure Team gear.

• Adult smokers who play the MAT computer game have the opportunity to win Marlboro T-shirts and lighters. • Nightly raffles will bring the winners MAT pullover jackets or Marlboro



THE CREW.

Maybe the best part of this promo is that you don't have to do a thing. 6-12 MAT Road Crew members make it all happen. They'll come to your location and set up the place. They'll run the Marlboro challenge computer game. They'll award all the free gear. And they'll pass out MAT applications and catalogs. All you have to do is sit back and watch it happen.

